

IN THE CLAIMS:

1. (Currently Amended) A system for processing message traffic from a plurality of electronic discussion forums, comprising:

a computer implemented message collector for collecting messages from the plurality of electronic discussion forums; and

means for processing the messages based on ~~a series of~~ one or more topics in order to track a plurality of pseudonyms, wherein the processing includes computing a numerical relevance score for a the collected messages posted by the plurality of pseudonyms, and wherein the numerical relevance scores rates the relevance of the collected messages to at least one topic on a numerical scale; and

a computer implemented report generator for generating a report on the at least one topic using results from the processing means, wherein the report at least indirectly reflects at least the numerical relevance scores for the collected messages posted by the plurality of pseudonyms.

2. (Currently Amended) The system of claim 1, wherein the means for processing is further adapted to compute a buzz score based on a set of the collected messages for the at least one topic, and wherein the buzz score is a function of numerical relevance scores for each message in the set of the collected messages, and the report at least indirectly reflects the buzz score.

3. (Currently Amended) The system of claim 2, wherein the buzz score is a function of numerical influence scores of each of the posting pseudonyms that respectively posted the set of the collected messages, and wherein the influence score rates the influence of the posting pseudonym on a numerical scale.

4. (Previously Amended) The system of claim 3, wherein the buzz score is computed according to the equation: $B = \sum_{i=1}^n (Rel_i \cdot F_i)$, where Rel is the computed

numerical relevance score for a message, F is the computed numerical influence score for a poster of a message, and n is the number of messages in the set.

5. (Currently Amended) A system for processing message traffic from a plurality of electronic discussion forums, comprising:

a computer implemented message collector for collecting messages from the plurality of electronic discussion forums; and

means for processing the messages based ~~on a series of~~ one or more topics in order to track a plurality of pseudonyms, wherein the processing includes computing a relevance score for a collected message based on at least one topic;

wherein the means for processing is further adapted to compute a buzz score based on a set of messages for the at least one topic;

wherein the buzz score is computed according to the equation: $B = \sum_{i=1}^n (Rel_i \cdot F_i)$,

where Rel is a computed relevance score for a message, F is a computed influence score for a poster of a message, and n is the number of messages in the set;

wherein the influence score is computed based on the equation:

$$F = a \cdot \sum_{i=1}^m (Rel_i \cdot d_i) + b \cdot \sum_{i=1}^m (I_i \cdot d_i),$$
 wherein a and b are selectable weighting constants,

Rel is the relevance of a message, I is the impact of a message, d is a decay function that reduces the impact of older messages, and wherein m is the number of messages used to compute the influence score;

the system further comprising a computer implemented report generator for generating a report on the at least one topic using at least the buzz score.

6. (Original) The system of claim 5, wherein the decay function d is computed based on the equation: $d = e^{\left(\frac{t_m - t}{\tau}\right)}$, wherein t_m is the date and time a given message was posted, t is the current system date and time, and τ is a configurable constant that controls the rate of decay.

7. (Original) The system of claim 6, wherein the impact I of a message is computed according to the equation: $I = \left| \frac{Pa - Pb}{Pa + Pb} \right|$, wherein Pa is the number of unique pseudonyms that post a message during time T after a message m , Pb is the number of unique pseudonyms that post a message during time T before a message m , and wherein T is the amount of time it took for p unique pseudonyms to post a message before the current message, excluding the poster of m .
8. (Original) The system of claim 6, wherein the buzz score is computed as a relevant buzz score.
9. (Currently Amended) The system of claim 3, wherein the means for processing is adapted to compute a relative buzz score that measures relative changes in the posting activity level, and the report at least indirectly reflects the relative buzz score.
10. (Currently Amended) A system for processing message traffic from a plurality of electronic discussion forums, comprising:
a computer implemented message collector for collecting messages from the plurality of electronic discussion forums; and
means for processing the messages based on ~~a series of~~ one or more topics in order to track a plurality of pseudonyms, wherein the processing includes computing a relevance score for a collected message based on at least one topic;
wherein the means for processing is further adapted to compute a buzz score based on a set of messages for the at least one topic;
wherein the buzz score measures posting activity level weighted by the relevance of the set of messages and the influence of posting pseudonyms that posted the set of messages;
wherein the means for processing is adapted to compute a relative buzz score that measures relative changes in the posting activity level;

wherein the relative buzz score is computed as a function of an average of the buzz score and a standard deviation of the buzz score;

the system further comprising a computer implemented report generator for generating a report on the at least one topic using output of the processing means so that the report at least indirectly reflects the relative buzz score.

11. (Original) The system of claim 10, wherein the relative buzz score B_s is computed according to the equation: $B_s = \frac{|B - \text{avg}(B)|}{\text{std}(B)}$, wherein B is the present buzz score, $\text{avg}(B)$ is the average of the buzz score, and $\text{std}(B)$ is the standard deviation of the buzz score.

12. (Original) The system of claim 11, wherein the relative buzz score is computed as a relevant relative buzz score.

13. (Cancelled).

14. (Cancelled).

15. (Currently Amended) The system of claim 1 14, wherein the means for processing further includes a textual analysis software application that compares a content of the collected message with a plurality of known words and phrases indicative of expressions of an opinion sentiment to assign an opinion rating to the collected message, and the report at least indirectly reflects the opinion rating.

16. (Currently Amended) The system of claim 15 13, wherein the ~~computed~~ opinion rating is a numerical sentiment score on a numerical scale.

17. (Currently Amended) The system of claim 16, wherein the sentiment score is capable of being one of a positive sentiment score, a negative sentiment score and a zero sentiment score.

18. (Currently Amended) The system of claim 17, wherein the means for processing is further adapted to compute an aggregate positive sentiment score for a set of collected messages, and the report at least indirectly reflects the aggregate positive sentiment score.

19. (Original) The system of claim 18, wherein the aggregate positive sentiment score S_p is computed according to the equation: $S_p = \sum_{i=1}^m s_{pm}$, where m is the set of collected messages, and s_{pm} is a positive sentiment score for a message in the set of collected messages.

20. (Cancelled).

21. (Currently Amended) The system of claim 18 20, wherein the means for processing is further adapted to compute an aggregate negative sentiment score for a set of collected messages, and the report at least indirectly reflects the aggregate negative sentiment score.

22. (Original) The system of claim 21, wherein the aggregate negative sentiment score S_n is computed according to the equation: $S_n = \sum_{i=1}^m s_{nm}$, where m is the set of collected messages, and s_{nm} is a negative sentiment score for a message in the set of collected messages.

23. (Original) The system of claim 16, wherein the sentiment score is a net sentiment score.

24. (Currently Amended) The system of claim 23, wherein the means for processing is further adapted to compute an aggregate net sentiment score for a set of collected messages, and the report at least indirectly reflects the net sentiment score.

25. (Original) The system of claim 24, wherein the aggregate net sentiment score S is computed according to the equation: $S = \sum_{i=1}^m (s_{pm} - s_{nm})$, where m is the set of collected messages, s_{pm} is a positive sentiment score for a message in the set of collected messages, and s_{nm} is a negative sentiment score for the message.

26. (Currently Amended) A system for processing messages from a plurality of electronic discussion forums, comprising:

a computer implemented message collector for collecting messages from the plurality of electronic discussion forums; ~~and~~

means for processing the messages based on ~~a series of~~ one or more topics ~~in order to track a plurality of pseudonyms~~, wherein the processing includes computing a numerical relevance score that rates the relevance of a collected message to at least one topic on a numerical scale, and wherein the processing includes computing a buzz score for a set of collected messages, wherein the buzz score is a measure of a level of activity within one or more of the electronic discussion forums; and

a computer implemented report generator for generating a report on, at least in part, the at least one topic using results from the processing means so that the report at least indirectly reflects the buzz score.

27. (Currently Amended) The system of claim 26, wherein the means for processing is further adapted to compute a numerical migration score based on the set of messages and movement of influential posting activity within the one or more electronic discussion forums, and the report at least indirectly reflects the numerical migration score.

28. (Previously Amended) The system of claim 27, wherein the migration score provides a measurement, on a numerical scale, of the degree of movement of posting activity levels between topics or groups of topics from the series of topics.

29. (Previously Amended) The system of claim 27, wherein the migration score provides a measurement, on a numerical scale, of the degree of movement of posting activity levels between topics or groups of topics from the series of topics that is weighted by numerical influence scores of posting pseudonyms.

30. (Original) The system of claim 29, wherein the migration score includes an indication of direction of the movement.

31. (Original) The system of claim 29, wherein the migration score is computed based on a change in buzz levels.

32. (Previously Amended) The system of claim 31, wherein the migration score is computed based on the equation: $M_n = [B_n - B_{n-1}]$, wherein B_n is the buzz level, on a numerical scale, for day n , and B_{n-1} is the buzz level, on a numerical scale, for the previous day.

33. (Currently Amended) A system for tracking message activity levels in a plurality of electronic discussion forums, comprising:

a database storing a series of topics, wherein each of the electronic discussion forums is associated with at least one topic from the series of topics;

a computer implemented message collector for collecting messages from the plurality of electronic discussion forums; and

a computer implemented message categorizer for computing numerical relevance scores of the messages, wherein at least one numerical relevance score is computed based on the at least one associated topic for a source forum of a collected message; and

a computer implemented report generator for generating a report on the at least one associated topic reflecting, at least indirectly, the numerical relevance scores;

wherein the numerical relevance score rates the relevance of the collected message to at least one topic on a numerical scale;

wherein at least one of the message collector and message categorizer is adapted to extract a pseudonym author of the collected message; and

wherein at least one of the message collector and the message categorizer is adapted to compute a numerical influence score for the extracted pseudonym author, and wherein the influence score rates the influence of the extracted pseudonym author on a numerical scale, and the report at least indirectly reflects the numerical influence score.

34. (Original) The system of claim 33, wherein the database comprises a table that links forums to associated topics.

35. (Currently Amended) The system of claim 33, wherein the at least one numerical relevance score comprises multiple relevance scores corresponding to multiple associated topics, and wherein the highest one of the multiple relevance score scores is maintained and the other ~~relevance score or~~ of the multiple relevance scores are discarded or ignored.

36. (Cancelled).

37. (Currently Amended) The system of claim ~~33~~ 36, wherein the extracted pseudonym author is analyzed to determine if the extracted pseudonym author is a new author or a previously-tracked author.

38. (Original) The system of claim 37, wherein the determination is made by comparing the extracted pseudonym author to an author's table that stores a plurality of previously-tracked authors.

39. (Cancelled).

40. (Currently Amended) The system of claim 33 ~~39~~, wherein the influence score is based at least in part on the impact of prior postings by the extracted pseudonym author on other pseudonym authors.

41. (Currently Amended) The system of claim 33 ~~39~~, wherein at least one of the message collector and the message categorizer is adapted to compute a numerical reputation score for the extracted pseudonym author, and wherein the reputation score rates the extracted pseudonym author's reputation on a numerical scale, and the report at least indirectly reflects the numerical reputation score.

42. (Original) The system of claim 41, wherein the reputation score is based on a plurality of influence scores for the extracted pseudonym author under multiple local pseudonyms that have been associated into a universal pseudonym.

43. (Currently Amended) The system of claim 33 ~~39~~, wherein at least one of the message collector and the message categorizer is adapted to compute a numerical buzz score for a topic or group of topics from the series of topics, and the report at least indirectly reflects the numerical buzz score.

44. (Currently Amended) The system of claim 43, wherein at least one of the message collector and the message categorizer is adapted to compute a relative numerical buzz score for the topic or the group of topics, and the report at least indirectly reflects the relative numerical buzz score.

45. (Original) The system of claim 43 or claim 44, wherein the electronic discussion forums comprise the Raging Bull, Motley Fool, Silicon Investor, and Yahoo forums.

46. (Original) The system of claim 43 or claim 44, wherein the series of topics includes stocks comprising at least one of the following indices: NASDAQ 100, Dow Industrials 30, and the S&P 500.

47. (Original) The system of claim 43 or claim 44, wherein the group of topics corresponds to a stock index, and wherein the buzz score or the relative buzz score is computed by aggregating the buzz scores for the stocks making up the stock index.

48. (Original) The system of claim 43 or claim 44, wherein the group of topics corresponds to a market sector, and wherein the buzz score or the relative buzz score is computed by aggregating the buzz scores for the stocks making up the sector.

49. (Original) The system of claim 43 or claim 44, wherein the series of topics includes a plurality of movies or a plurality of television shows.

50. (Original) The system of claim 44, wherein the relative buzz score is compared to an anomaly threshold in order to identify unusual discussion patterns.

51. (Currently Amended) The system of claim 43, wherein at least one of the message collector and the message categorizer is adapted to compute a numerical migration score for the topic or the group of topics, and wherein the migration score is computed on a numerical scale based on a change in buzz scores for the topic or group of topics, and the report at least indirectly reflects the numerical migration score.

52. (Currently Amended) A method for processing message traffic from a plurality of electronic discussion forums, comprising the steps of:

collecting messages from the plurality of electronic discussion forums; ~~and~~
processing the messages based ~~on a series of~~ one or more topics in order to track a plurality of pseudonyms, wherein the processing step comprises computing a numerical

relevance score that rates the relevance of a collected message to at least one topic on a numerical scale; and

generating a report regarding, at least in part, the at least one topic, wherein a report output is based upon, at least in part, the numerical relevance score of the messages and characteristics of the plurality of pseudonyms.

53. (Currently Amended) The method of claim 52, wherein the processing step further comprises the step of computing a numerical buzz score based on a set of messages for the at least one topic, wherein the report output is also based upon, at least in part, the numerical buzz score.

54. (Previously Amended) The method of claim 53, wherein the buzz score measures posting activity level, on a numerical scale, weighted by the degree of relevance of the set of messages and the degree of influence of posting pseudonyms that posted the set of messages.

55. (Previously Amended) The method of claim 53, wherein the buzz score is computed according to the equation: $B = \sum_{i=1}^n (Rel_i \cdot F_i)$, where Rel is a computed numerical relevance score for a message, F is a computed numerical influence score for a poster of a message, and n is the number of messages in the set.

56. (Currently Amended) A system for tracking message activity levels in a plurality of electronic discussion forums, comprising:

a database storing a series of topics, wherein each of the electronic discussion forums is associated with at least one topic from the series of topics;

a computer implemented message collector for collecting messages from the plurality of electronic discussion forums; and

a computer implemented message categorizer for computing relevance scores of the messages, wherein at least one relevance score is computed based on the at least one associated topic for a source forum of a collected message;

wherein at least one of the message collector and message categorizer is adapted to extract a pseudonym author of the collected message;

wherein at least one of the message collector and the message categorizer is adapted to compute an influence score for the extracted pseudonym author;

wherein at least one of the message collector and the message categorizer is adapted to compute a reputation score for the extracted pseudonym author;

wherein the reputation score is based on a plurality of influence scores for the extracted pseudonym author under multiple local pseudonyms that have been associated into a universal pseudonym;

wherein the influence score is computed based on the equation: $F =$

$a \cdot \sum_{i=1}^m (Rel_i \cdot d_i) + b \cdot \sum_{i=1}^m (I_i \cdot d_i)$, wherein a and b are selectable weighting constants, Rel is the relevance of a message, I is the impact of a message, d is a decay function that reduces the impact of older messages, and wherein m is the number of messages used to compute the influence score;

the system further comprising a computer implemented report generator for generating a report on the at least one associated topic reflecting, at least indirectly, the relevance scores and the reputation score.

57. (Original) The method of claim 56, wherein the decay function d is computed based on the equation: $d = e^{\left(\frac{t_m - t}{\tau}\right)}$, wherein t_m is the date and time a given message was posted, t is the current system date and time, and τ is a configurable constant that controls the rate of decay.

58. (Original) The method of claim 57, wherein the impact I of a message is computed according to the equation: $I = \frac{Pa - Pb}{Pa + Pb}$, wherein Pa is the number of unique pseudonyms that post a message during time T after a message m , Pb is the number of unique pseudonyms that post a message during time T before a message m , and wherein T is the amount of time it took for p unique pseudonyms to post a message before the current message, excluding the poster of m .

59. (Canceled)

60. (Currently Amended) The method of claim 54, wherein the ~~means for processing step is adapted to compute~~ computes a relative buzz score that measures relative changes in the posting activity level, wherein the report output is also based upon, at least in part, the relative buzz score.

61. (Currently Amended) A method for processing message traffic from a plurality of electronic discussion forums, comprising the steps of:

- collecting messages from the plurality of electronic discussion forums; and
- processing the messages based on a series of topics in order to track a plurality of pseudonyms, wherein the processing step comprises computing a relevance score for a collected message based on at least one topic;

- wherein the processing step further comprises the step of computing a buzz score based on a set of messages for the at least one topic;

- wherein the buzz score measures posting activity level weighted by the relevance of the set of messages and the influence of posting pseudonyms that posted the set of messages;

- wherein the means for processing is adapted to compute a relative buzz score that measures relative changes in the posting activity level;

- wherein the relative buzz score is computed as a function of an average of the buzz score and a standard deviation of the buzz score;

the method further comprising the step of generating a report on, at least in part, the at least one topic, wherein a report output is based upon, at least in part, the relative buzz score.

62. (Original) The method of claim 61, wherein the relative buzz score B_s is computed according to the equation: $B_s = \frac{|B - \text{avg}(B)|}{\text{std}(B)}$, wherein B is the present buzz score, avg(B) is the average of the buzz score, and std(B) is the standard deviation of the buzz score.

63. (Original) The method of claim 62, wherein the relative buzz score is computed as a relevant relative buzz score.

64. (Currently Amended) A method for processing messages from a plurality of electronic discussion forums, comprising the steps of:
collecting messages from the plurality of electronic discussion forums; and
processing the messages based on a series of one or more topics in order to track a plurality of pseudonyms, wherein the processing step comprises computing a numerical relevance score that rates the relevance of a collected message to at least one topic on a numerical scale, and wherein the processing step comprises computing a buzz score for a set of collected messages, the buzz score being a measure of a level of activity within one or more of the electronic discussion forums; and

generating a report on, at least in part, the at least one topic, wherein a report output is based upon, at least in part, the numerical relevance score and the buzz score.

65. (Currently Amended) The method of claim 64, wherein the processing step further comprises computing a numerical migration score based on the set of messages and movement of influential posting activity within the one or more electronic discussion forums, and the report output is further based upon, at least in part, the numerical migration score.

66. (Previously Amended) The method of claim 65, wherein the migration score provides a measurement, on a numerical scale, of the degree of movement of posting activity levels between topics or groups of topics from the series of topics.

67. (Previously Amended) The method of claim 65, wherein the migration score provides a measurement, on a numerical scale, of the degree of movement of posting activity levels between topics or groups of topics from the series of topics that is weighted by influence scores of posting pseudonyms.

68. (Original) The method of claim 66, wherein the migration score includes an indication of direction of the movement.

69. (Original) The method of claim 66, wherein the migration score is computed based on a change in buzz levels.

70. (Currently Amended) A method for processing messages from a plurality of electronic discussion forums, comprising the steps of:

collecting messages from the plurality of electronic discussion forums; and

processing the messages based on a series of topics in order to track a plurality of pseudonyms, wherein the processing step comprises computing a relevance score for a collected message based on at least one topic, and wherein the processing step comprises computing a buzz score for a set of collected messages;

wherein the processing step further comprises computing a migration score based on the set of messages;

wherein the migration score provides a measurement of the movement of posting activity levels between topics or groups of topics from the series of topics;

wherein the migration score is computed based on a change in buzz levels;

wherein the migration score is computed based on the equation: $M_n = [B_n - B_{n-1}]$,

wherein B_n is the buzz level for day n and B_{n-1} is the buzz level for the previous day;

the method further comprising the step of generating a report on, at least in part, the at least one topic, wherein a report output is based upon, at least in part, the migration score.

71. (Currently Amended) The method of claim 64, wherein the processing step further comprises computing ~~an opinion rating for a message in the set of messages a~~ sentiment score measuring a degree in which the at least one message exhibits one or more of (a) positive sentiment, (b) negative sentiment and (c) no sentiment associated with the at least one topic wherein the report output is further based upon, at least in part, the sentiment score.

72. (Currently Amended) A method for tracking message activity levels in a plurality of electronic discussion forums, comprising:

storing a series of topics in a database, wherein each of the electronic discussion forums is associated with at least one topic from the series of topics;
collecting messages from the plurality of electronic discussion forums; ~~and~~
computing numerical relevance scores of the messages, wherein at least one numerical relevance score is computed based on the at least one associated topic for a source forum of a collected message, and wherein the numerical relevance score rates the relevance of the collected message to at least one topic on a numerical scale;

extracting a pseudonym author of the collected message;
computing a numerical influence score for the extracted pseudonym author; and
generating a report regarding, at least in part, the at least one topic, wherein a report output is based upon, at least in part, the numerical relevance score and the numerical influence score.

73. (Original) The method of claim 72, further comprising the step of linking forums to associated topics in a table in the database.

74. (Currently Amended) The method of claim 72, wherein the at least one relevance score comprises multiple relevance scores corresponding to multiple associated topics, and wherein the highest one of the multiple relevance scores is maintained and the other ~~relevance score or~~ of the multiple relevance scores are discarded or ignored.

75. (Cancelled).

76. (Currently Amended) The method of claim ~~72~~ 75, further comprising the step of analyzing the extracted pseudonym author to determine if the extracted pseudonym author is a new author or a previously-tracked author.

77. (Original) The method of claim 76, wherein the determination is made by comparing the extracted pseudonym author to an author's table that stores a plurality of previously-tracked authors.

78. (Cancelled).

79. (Currently Amended) The method of claim 72 ~~78~~, wherein the influence score is based at least in part on the impact of prior postings by the extracted pseudonym author on other pseudonym authors.

80. (Currently Amended) The method of claim 72 ~~78~~, further comprising the step of computing a numerical reputation score for the extracted pseudonym author, wherein the report output is further based upon, at least in part, the numerical reputation score.

81. (Original) The method of claim 80, wherein the reputation score is based on a plurality of influence scores for the extracted pseudonym author under multiple local pseudonyms that have been associated into a universal pseudonym.

82. (Currently Amended) The method of claim 72 ~~78~~, further comprising the step of computing a numerical buzz score for a topic or group of topics from the series of topics, wherein the numerical buzz score is a measure of a level of activity within one or more of the electronic discussion forums and the report output is further based upon, at least in part, the numerical buzz score.

83. (Currently Amended) The method of claim 82, further comprising the step of computing a relative buzz score for the topic or the group of topics, wherein the report output is further based upon, at least in part, the relative buzz score.

84. (Original) The method of claim 82 or claim 83, wherein the electronic discussion forums comprise the Raging Bull, Motley Fool, Silicon Investor, and Yahoo forums.

85. (Original) The method of claim 82 or claim 83, wherein the series of topics includes stocks comprising at least one of the following indices: NASDAQ 100, Dow Industrials 30, and the S&P 500.

86. (Original) The method of claim 82 or claim 83, wherein the group of topics corresponds to a stock index, and wherein the buzz score or the relative buzz score is computed by aggregating the buzz scores for the stocks making up the stock index.

87. (Original) The method of claim 82 or claim 83, wherein the group of topics corresponds to a market sector, and wherein the buzz score or the relative buzz score is computed by aggregating the buzz scores for the stocks making up the sector.

88. (Original) The method of claim 82 or claim 83, wherein the series of topics includes a plurality of movies or a plurality of television shows.

89. (Original) The method of claim 83, wherein the relative buzz score is compared to an anomaly threshold in order to identify unusual discussion patterns.

90. (Currently Amended) The method of claim 82, further comprising the step of computing a numerical migration score for the topic or the group of topics, ~~and wherein the migration score is computed based on a change in buzz scores for the topic or group of topics, and wherein the report output is further based upon, at least in part, the~~ migration score.

91. (New) A computer implemented method for tracking and reporting electronic message activity in one or more electronic discussions, comprising the steps of:

collecting by a computer system a plurality of messages from one or more electronic discussions;

for each message, computing by the computer system a numerical relevance score for the message based upon, at least in part, the relevance of the message to a topic, wherein the numerical relevance score is computed on a numerical scale;

for each message, determining by the computer system the presence of at least one of a positive sentiment, a negative sentiment and an absence of sentiment;

compiling by the computer system analysis results based upon, at least in part, the topic, the relevance scores for the plurality of messages and the determination of the presence of at least one of the positive sentiment, negative sentiment and absence of sentiment in each message; and

generating by the computer system an electronic message activity report using the analysis results.

92. (New) The computer implemented method of claim 91, wherein the step of determining the presence of at least one of the positive sentiment, negative sentiment and absence of sentiment in each message includes the step of analyzing by the computer system textual patterns in the message for the expression of sentiment.

93. (New) The computer implemented method of claim 92, wherein the step of analyzing textual patterns in the message for the expression of sentiment includes a step

of consulting a sentiment model that includes words used for expressing positive and negative sentiment for the topic.

94. (New) The computer implemented method of claim 93, wherein the sentiment model is a financial sentiment model.

95. (New) The computer implemented method of claim 93, wherein the sentiment model is an entertainment sentiment model.

96. (New) The computer implemented method of claim 91, wherein the step of determining the presence of at least one of the positive sentiment, negative sentiment and absence of sentiment in each message includes a step of computing a numerical sentiment rating on a numerical scale and the compiling step compiles the analysis results based further upon the numerical sentiment ratings for the plurality of messages.

97. (New) The computer implemented method of claim 96, wherein the step of computing a numerical sentiment rating on a numerical scale computes both a positive sentiment rating and a negative sentiment rating, and the compiling step compiles the analysis results based further upon the positive and negative sentiment ratings for the plurality of messages.

98. (New) The computer implemented method of claim 96, further comprising the step of aggregating by the computer system the sentiment ratings for the plurality of messages, and the compiling step compiles the analysis results based further upon the aggregated sentiment ratings.

99. (New) The computer implemented method of claim 91, wherein the step of compiling the analysis results further includes a step of determining for each message a numerical influence score for a poster of the message, the influence score including a

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measure of a poster's potential to affect other posters in the one or more electronic discussions.